

GAS AND ENERGY COORDINATOR

PURPOSE: Promote the use and sale of natural gas and water to prospective and existing industrial, commercial and residential customers.

FUNCTIONAL AREAS:

1. Coordinate market research, advertising, and sales promotions.
 - *A. Plan and coordinate the analysis of research studies to determine the market potential of gas heating in relation to anticipated sales volume, percent of market, distribution and service facilities, economical factors, and competitive energy suppliers.
 - *B. Maintain close surveillance over sales areas where promotional motivation efforts and incentives are being applied to note adequacy of such activities.
 - *C. Follow up new marketing programs and incentives and advertising and promotional programs to ensure their use and effectiveness.
 - *D. Maintain knowledge of new developments in market research techniques through seminars, marketing group meetings, periodicals, and trade journals.
 - *E. Develop plans and proposals of advertising and sales promotional programs for their value, limitations, cost and administrative requirements.
 - *F. Recommend any changes necessary to improve the quality, reduce the cost or otherwise bring advertising proposals in line with budget.
 - *G. Present and review total advertising and promotional programs with management to determine if contents meet expectations, standards, organizational needs, copyright laws, and legal requirements.
 - *H. Coordinate the preparation and dissemination of advertising copy, brochures, artwork, designs, photography and layouts as they relate to approved programs.
 - *I. Direct and coordinate a comprehensive sales training and marketing program capable of providing guidance and instruction in the broad array of marketing techniques.
 - *J. Prepare and administer a marketing/advertising budget.
2. Make contact with prospective and existing industrial, commercial and residential clients for the purpose of promoting the use and sale of gas.
 - *A. Maintain regular contact with clients to assist them in identifying and applying the most effective and efficient use of existing or new gas equipment.
 - *B. Prepare energy cost comparisons for prospective industrial, commercial and residential clients.
 - *C. Prepare approximate usage rates, installation charges and operating costs; and explaining gas services.
 - *D. Advise property owners, developers, architects and engineers of proper design and installation of gas and water services and equipment serving industrial, commercial and residential customers.
 - *E. Review usage rates and contractual status of industrial and commercial interruptible gas customers.

3. Provide energy conservation information to natural gas/water customers.
 - *A. Conduct a physical inspection of a customer's facilities and recommend changes, if necessary, to ensure continued prudent use of natural gas and water.
 - *B. Perform appropriate analyses in order to determine what energy-conserving measures could be implemented.
 - *C. Provide the customer with both a description of the modifications that will be most energy-efficient and general information regarding how the proposed modifications could be accomplished.
 - *D. Inform customers of energy conservation and/or weatherization programs available, including programs offering financial assistance to the customer.
4. Coordinate customer relations.
 - *A. Evaluate current situations and future trends having customer relations implication for the over-all organization.
 - *B. Develop formal statements of policy on various customer relation matters, and assuring adequate communication of the approved policies throughout the organization.
 - *C. Implement approved programs to enhance customer relations.
 - *D. Develop and implement customer relations programs designed to project a favorable image of the department.
 - *E. Recommend the timely release of marketing and customer relations information to the news media to ensure an informed public of activities of the department.
 - *F. Respond to complaints, inquires, and request for information from customers and potential customers.
 - *G. Direct the effective dissemination of information to employees and gas providers to ensure an awareness of pertinent information of mutual concern.
 - *H. Ensure the development and maintenance of internal communications programs designed to contribute to a harmonious and motivated work force.
 - *I. Develop and coordinate strong functional communications with the public in order to unify communications programs and continuously analyze current status of issues as to how they could effect the utilities business and public interest.
 - *J. Maintain lines of communications with trade associations and gas industry representatives for exchange of information on major issues.
 - *K. Assist gas appliance retailers by conducting information and training meetings to promote the use of gas and new gas appliances.

JOB REQUIREMENTS

Education and Experience Requirements:

- **A. Graduation from an accredited college with a bachelor's degree in

marketing or a related field; or six (6) years of verifiable experience in a position with duties similar to those described above, or an acceptable combination of verifiable education and experience equalling six (6) years which demonstrates possession of the knowledge, skill and ability requirements listed below.

Knowledge Requirements:

- **A. Extensive knowledge of the principles of marketing.
- **B. Knowledge of customer relations.
- C. Knowledge of personal computer hardware and software configuration and use of software programs in the development and presentation of information.
- **D. Knowledge of statistics, research methods, and data analysis associated with marketing functions.
- **E. Knowledge of budgeting methodology, and budget management techniques.
- F. Knowledge of regulatory agencies and their rules affecting the installation of gas appliances.
- **G. Knowledge of energy conservation measures.
- **H. Knowledge of the principles of operation and inspection of various types of building heating systems.
- **I. Knowledge of technical aspects of alternative energy technologies.
- J. Knowledge of gas distribution systems.
- K. Knowledge of the State of Minnesota energy codes and laws.
- L. Knowledge of Federal Department of Transportation regulations that pertain to gas distribution systems.
- M. Knowledge of the American Gas Association Standards pertaining to the installation of gas appliances.
- N. Knowledge of the methods of operation of gas appliances.
- **O. Knowledge of sales techniques.
- P. Knowledge of industrial, commercial, and residential customer gas usage.

Skills:

- **A. Skill in developing and writing marketing plans, sales brochures, and advertisements.
- **B. Skill in communicating logically, persuasively and accurately; both orally and in writing.
- **C. Demonstrated skill at working under tight time lines with limited supervision.
- **D. Skill in managing and tracking multiple projects concurrently.
- E. Skill in the operation of a personal computer and related software.
- **F. Skill in designing, evaluating and analyzing marketing methods and procedures.
- **G. Skill in applying marketing procedures.
- **H. Skill in budget administration.
- **I. Skill in conducting training of coworkers in customer relations techniques.
- **J. Skill in applying sales techniques.

- **K. Skill in applying statistical methods when performing marketing research.

Abilities:

- **A. Ability to organize, schedule, coordinate, and delegate work.
 - **B. Ability to establish and maintain effective working relationships with supervisors, employees, customers, and the general public.
 - **C. Ability to read and understand technical and legal documents.
 - **D. Ability to read and interpret architectural and engineering diagrams related to the installation of gas appliances.
 - **E. Ability to perform mathematical calculations such as ratios, percentages and heat loss calculations.
 - **F. Ability to communicate on a one-to-one basis or before groups to provide or obtain information.
 - **G. Ability to work nights and weekends.
 - **H. Ability to transport oneself to, from, and around sites of public meetings, programs, projects and customer contacts.
 - **I. Numerical ability to compute charges for various types of utility services and consumption readings.
 - J. Ability to operate gas leak detection equipment.
 - K. Ability to follow established safety practices and departmental policies.
 - **L. Ability to transport (usually by lifting and carrying) materials and equipment weighing up to 25 pounds.
 - **M. Ability to set up marketing displays and promotional materials.
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- * Essential functions of the classification.
 - ** Minimum requirements necessary on the first day of employment.

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